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TO: Dave Mackey/Barbara Reuter **DATE:** October 9, 1986

FROM: Susan Reich

SUBJECT: Ideas for Benson & Hedges Continuity Program

B&H Brand and WRG have developed a few ideas for B&H Continuity Programs. If possible, we would recommend at least one of these for the scheduled Direct Mail "continuity" tests. We'd like to get your input and reactions to these ideas as well as the proposed timing for the Continuity Programs.

The first, though long-term idea, is "The B&H Quality Acquisitions Brochure". The methodology behind this program is similar to Marlboro's current A-1 Sports Gear brochure test. That is, consumers who submit a specified number of B&H proofs of purchase, plus cash, will be able to purchase "quality" items such as espresso machines, pasta makers, etc., via the "Quality Acquisitions" direct mail brochure. However, this program will not be implemented until we receive input from Marlboro Brand regarding the success of the Sports Gear program.

A second and more timely continuity program for B&H would incorporate the new campaign. B&H would run a contest via an FSI. It would consist of a visual from the new campaign with the line "For People Who Like To Smoke ... Benson & Hedges Quality Matters". Featured in the ad would be a few quality items available for purchase, i.e., a stereo, a VCR, a color TV. Consumers would be able to obtain their choice of these items by sending in B&H proofs of purchase plus cash.

We believe this program can be implemented quickly. The suggested FSI format may generate too many requests. Hence, this "Ad" may have to be reformatted for direct mail implementation.

Please review these ideas and share your thoughts with us. We are concerned that timing is tight on this project.

/pd

cc: R. Simons

Susan

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